LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 511-B1 - (OVERACHIEVER) - Req. No. M93600 - Page, 4/C - (7 x 10 inches)
Printed in U.S.A.
National Magazines, 1989
(604)

Over-achiever.

This is an extremely ambitious cigarette. Even though it is an ultra light, it promises to deliver a richer, more satisfying taste than you'd ever expect at such low tar levels. And judging by the fact that it has quickly become one of America's fastest growing brands, Merit Ultra Lights is fulfilling that promise. Enriched Flavor™ is the reason why. Only Merit has it. So raise your expectations of ultra low tar. Switch to Merit Ultra Lights.

Enriched Flavor,™ ultra low tar. A solution with Merit.

Merit Ultra Lights

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Kings: 5 mg "tar," 0.5 mg nicotine av per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/fxjx0081

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